

PRESS BRIEFING BOOK

FROM PRINT
TO PROFIT

PRINT.
FINISH.
PACKAGE.
PROFIT.

Helping customers
transform automation into
measurable business results

PRINTING United Expo 2026

Las Vegas Convention Center, North Hall | Booth N7026

Media Day: September 22, 2026

Exhibition: September 23-25, 2026

TECNAU | **sitma**

PRINTING UNITED
EXPO



FOUR FEATURED TECHNOLOGIES, ONE CONNECTED WORKFLOW

Tecna Revolution 50 AutoSetup

High-speed continuous-feed finishing running at up to 180 m/min (590 fpm), with automated job changeover.

- Faster changeovers
- Increased uptime
- Reduced labor requirements
- Greater production flexibility



The Profit Connection

Lower makeready time means additional productive capacity and higher profitability.

Tecna CutReady System

Precision cutting designed for high speeds and media flexibility, supporting weights from 60 to 400gsm.

- Workflow efficiency
- Application flexibility
- Bottleneck reduction
- Higher throughput



The Profit Connection

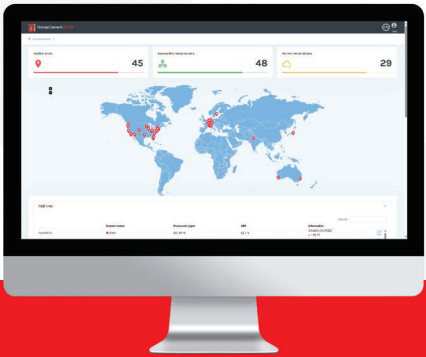
A print engine is only profitable when finishing keeps pace with production.



Tecna Connect

The IoT platform behind the portfolio — real-time monitoring, diagnostics, and uptime support across connected Tecna systems.

- Live visibility into throughput, utilization, and downtime
- Remote diagnostics
- Preventive maintenance
- Error history



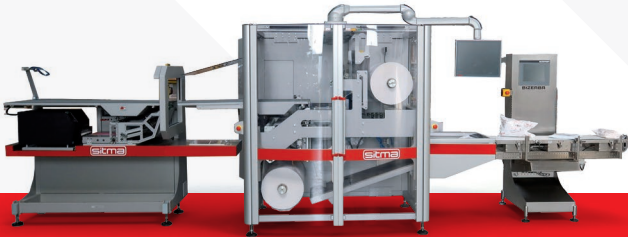
The Profit Connection

Get actionable data to improve printing and finishing efficiency and increase productivity.

Sitma e-Wrap with Ricoh Cobot

On-demand wrapping and right-sized packaging for reduced material consumption, with a collaborative robot integration.

- Reduced repetitive manual tasks
- Improved throughput
- Greater consistency
- Enhanced labor utilization



The Profit Connection

Automating labor-intensive packaging opens a pathway to scale while controlling costs.

SEE THE SOLUTIONS IN ACTION

Guided technology walkthroughs and demos run daily in booth **N7026, North Hall**.
Scan to book a meeting or request an interview.





THE PLACE, THE PEOPLE, THE VISION

Two Italian Automation Leaders, Decades of Innovation and Experience

Tecnav was founded in 1988 in Ivrea — known as a hub of technological innovation and the home of Olivetti — by a group of engineers with a shared passion for automation and a curiosity for solving complex industrial challenges.

One of those engineers was Giuliano De Marco, whose guiding principle — **technology should serve the business with solutions that simplify complexity** — led Tecnav to apply its automation expertise to a natural application: solving production workflow challenges in the print industry.

Tecnav's headquarters still sit on the old Olivetti campus, now a UNESCO World Heritage Site. Over nearly four decades, Tecnav has developed specialized finishing technologies, bolstered by the deep knowledge of engineers and technicians who have spent decades at the company.

Today Tecnav is run by the next generation of De Marcos — Stefano, Francesca, and Emanuela. Giuliano remains actively involved as Chairman.

In 2023, Tecnav acquired Sitma, a global leader in packaging automation, fulfillment systems, mailing solutions, e-commerce logistics, and sustainable packaging technologies. Customers now benefit from a broader automation ecosystem extending from printed output to packaged delivery.

Together, Tecnav and Sitma provide customers with the ability to:

- Automate workflows
- Reduce labor dependency
- Improve productivity
- Increase application flexibility
- Enhance sustainability
- Drive profitability

TECNAV | SITMA TODAY: FAST FACTS



1965

SITMA IS ESTABLISHED

Near Modena, the packaging and automotive valley of Italy, which is strong in technical workforce availability and mechanical education schools.

1988

A VISION WAS BORN

Tecnav was founded in 1988 in Ivrea, between Turin and Milan.

2011

A TRANSFORMATIVE ACQUISITION

Tecnav acquired Lasermix Roll Systems, creating a unified organization offering comprehensive paper handling and finishing solutions.

2023

A YEAR OF EXPANSION

Acquisition of Sitma: Tecnav expanded its portfolio to include e-commerce packaging and e-logistics solutions.



PRINT.
FINISH.
PACKAGE.
PROFIT.

Automation Is Reshaping the Economics of Print, Packaging, and Fulfillment

Print and fulfillment organizations are no longer measured solely by how many pages they print. Success is determined by how efficiently production workflows convert printed products into profitable business outcomes.

Today's reality includes several challenges:

- Labor shortages
- Rising operating costs
- Shorter run lengths
- Increased personalization
- Faster turnaround expectations
- Pressure to improve profitability

Tecnau | Sitma solutions are engineered for on-demand production, connected workflows, and labor optimization.



Less Downtime,
More Capacity,
More Profit

1 | AUTOMATE

Zero-touch finishing, roll-change-on-the-fly, and automated job changeover help to streamline workflows and reduce manual touchpoints.

2 | ACCELERATE

Fewer bottlenecks and less waste mean faster cycle times and more open capacity and improved throughput — without adding headcount.

3 | PROFIT

End-to-end automation leads to more efficient, connected, resilient operations across print, finishing, packaging, and fulfillment — and more profit.

BUILT FOR



BOOK ON DEMAND



COMMERICAL PRINT



DIRECT MAIL



PHOTO SOLUTIONS



TRANSACTIONAL PRINT



AUTOMATED
PACKAGING SOLUTIONS



E-COMMERCE



FROZEN FOOD
PACKAGING



DELIVERING MEASURABLE RESULTS

30-50%
SHORTER
LEAD TIMES



We no longer have the 'have-the-job-but-can't-get-it-done-in-time' issue. Lead times are 30-50% less.

— Brett Keene, Chief Executive Officer, Suttle-Straus



It not only resulted in vastly improved cycle time for projects but also allowed me to open up capacity on other equipment, helping us to grow revenue. We reduced cycle time 30%-40%.

— Tonya Spiers, President and Owner, Knight Abbey

30-40%
CYCLE TIME
REDUCTION

**Maximum
Flexibility**



We like the ability of the new Revolution 50 line to run at 500 fpm and papers from 40# text all the way up to 10 point coated.

— Dave Schreckenstein, Digital Operations Manager, DG3

dg3
diversified global
graphics group

CUSTOMER FOCUS

DG3 is a global supplier of business communication and marketing solutions with more than 40 years in the market. Applications span transactional work, 8.5x11" saddle-stitched booklets, books, general commercial print, postcards, and 30# text pharmaceutical printing. DG3's installation pairs an HP PageWide T250 with an inline TC 1550 HS2 Wide, WebVision, Rewinder r9, Stack 5251L, and Stack 566 feeding an IBIS binder. An established Tecna customer, DG3 evaluated competitive systems but ultimately chose the Revolution 50 for their latest line upgrade.



Our customers aren't just looking to print more pages. They're looking to create more profitable operations.

— Francis McMahon, President,
Tecna | Sitma Americas, and
Global Chief Marketing Officer

FINISHING PARTNERS

bell howell

BÖWE SYSTEC

Canon

HEIDELBERG

Horizon



KONICA MINOLTA



MECCANOTECNICA
BOOK FINISHING SOLUTIONS

RICOH

SCREEN

STANDARD

xerox™

PACKAGING PARTNERS

FORTNA

RICOH





INTERVIEW OPPORTUNITIES

Executives and subject matter experts are available for interviews during Media Day and throughout the exhibition. Book a time at tecnau.com/media-kit or through Tonya Powers.



**STEFANO
DE MARCO**

Chief Executive Officer
Tecna Group Italy

WHAT:
Tecna | Sitma vision, global growth strategy, industry transformation, the case for integration

Media Day, by appointment



**EMANUELA
DE MARCO**

Chief Technology Officer
Tecna Group Italy

WHAT:
Product innovation, the engineering culture behind the portfolio, second-generation leadership

Media Day, by appointment



**FRANCIS
MCMAHON**

President
Tecna | Sitma Americas, and
Global Chief Marketing Officer

WHAT:
Tecna | Sitma Americas vision, industry outlook, automation adoption, market opportunity

Media Day, by appointment



**SCOTT
PETERSON**

Director of Product Marketing
Tecna | Sitma Americas

WHAT:
Product innovation, application development, customer ROI, market positioning

Media Day, by appointment



**PETE
DOLFIS**

Vice President of Sales
Tecna Americas

WHAT:
Finishing technologies, print production optimization, customer success

In booth N7026 and by appointment



**CHRIS
PETRO**

General Manager and
Vice President of Sales
Sitma Americas

WHAT:
Packaging automation, e-commerce fulfillment, customer success

In booth N7026 and by appointment



**TONYA
POWERS**

Director of Marketing
Tecna | Sitma Americas

WHAT:
Industry messaging, brand strategy, media relations

In booth N7026 and by appointment

MEDIA RESOURCES

PRIMARY MEDIA CONTACT

Tonya Powers

Director of Marketing
Tecna | Sitma Americas

tpowers@tecnau.com
+1 (978) 945-1881

- Product photography and videos
- Executive headshots
- Tecna and Sitma logo files
- Product data sheets

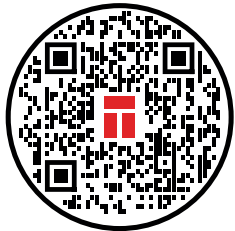
- 2026 press releases
- Customer case studies
- Interview request form
- Digital briefing book

GET THE FULL
MEDIA KIT



VISIT US AT
BOOTH N7026

FROM PRINT
TO PROFIT



Scan for the full Media Kit,
product data sheets,
high-resolution imagery,
and interview scheduling

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LIVE PRESENTATIONS

WEDNESDAY, SEPTEMBER 23RD

11:00AM

From Package to Profit: How Sitma is Investing in
the Future of Packaging Automation

2:00PM

From Print to Profit: How Tecnaú is Investing in
the Future of Finishing

3:00PM

From Print to Profit: Automating Smarter with Data

THURSDAY, SEPTEMBER 24TH

11:00AM

From Package to Profit: How Sitma is Investing in
the Future of Packaging Automation

2:00PM

From Print to Profit: How Tecnaú is Investing in
the Future of Finishing

3:00PM

From Print to Profit: Automating Smarter with Data

TECNAU | sitma

ABOUT
TECNAU | SITMA

Tecnaú designs and builds automation solutions for digital print environments, spanning paper handling, finishing, book manufacturing, direct mail, and workflow connectivity. The company was founded in 1988 in Ivrea, Italy, by a group of former Olivetti engineers, and remains headquartered on the historic Olivetti campus, a UNESCO World Heritage Site. Tecnaú expanded through the 2011 acquisition of Lasermáx Roll Systems and the 2023 acquisition of Sitma, a leader in automated packaging, e-commerce, and e-logistics established near Modena, Italy, in 1965. Together the companies employ 370 people across 10 operative sites, support 9,000 installed systems in 70 countries, and reach customers through 50 global distributors, with production and R&D centers in Italy, Sweden, and the United States.

tecnaú.com

linkedin.com/company/tecnaú